

THE RED LIST · PRINT & POST

What never goes into a public AI tool

Six categories, zero exceptions. If it falls into one of these buckets, it doesn't get typed, pasted, or uploaded into ChatGPT, Gemini, or any other public AI tool — period.

Customer & employee data 1

Names, SSNs, health records, HR files, home addresses

Passwords & access 2

Logins, API keys, MFA codes, admin credentials

Financials & strategy 3

Unreleased earnings, M&A talks, pricing plans

Contracts & legal 4

NDAs, litigation, IP filings, legal correspondence

Source code & security 5

Proprietary code, security configs, known vulnerabilities

Anything under NDA 6

Client secrets, vendor terms, third-party confidential info

THE ONE RULE TO REMEMBER

If you wouldn't post it on our public website, it doesn't go into a public AI tool.

**Learn more**

Scan for the full plain-English guide & a free, printable Red List checklist.

insidepartners.ai/ai-red-list

GOOD AI HYGIENE
ALIGNED TO NIST AI RMF